1998 VIRGINIA SLIMS MAGAZINE EVENT INFORMATION

Virginia Slims is interested in the possibility of participating in existing magazine bar events that are run in conjunction with other advertisers. An example would be Virginia Slims setting-up a booth at a "Magazine Mixer". Please fill out the following information for each upcoming event that your magazine sponsors and fax to Jon Bowers @ (312) 220-6531 by COB Friday (5/1).

Magazine: ROLLING STONE

Event/theme: NEW MUSIC NIGHT, BAR Night, Record Company Listening PARTY.

Any cost associated with event: TBD

Location: TBD

Event date: TBD

Participation closing date:

Primary sponsors: alcohol sponsor + Rolling Stone

Any tobacco competitors: NO —

Promotional contact person in your main office (name & phone number): Kelly Werner (212) 484-1748.

Next steps (if Virginia Slims would like to participate):

Provide preffered timing, Market, and desired themes and sponsorship proposal/agreement will be provided.

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